

Hinsdale

MAGAZINE GROUP



MEDIA PLANNER

Local.
Relevant.
Engaging.
Yours.



6 WAYS PRINT MATTERS IN TODAY'S MEDIA MIX



1) PRINT PROVIDES CREDIBILITY AND BUILDS TRUST

82% of readers trust print when making a purchasing decision (MarketingSherpa). Magazines offer a **trustworthy gateway to your brand to build awareness**, educate, and convert readers to consumers. Magazine readers are influencers making more key product recommendations than users of other media (MRI-Simmons).

2) PRINT COMPLEMENTS DIGITAL MEDIA

Combining print and digital allow the mediums to work in tandem to deliver effective marketing content. QR codes, infographics, personalized URLs, and social media icons and tags drive the synergy. **Over 47% of consumers are most likely to start an online search after viewing a magazine ad** (Retail Advertising and Marketing Association).



3) PRINT PASS-ALONG IS STRONG

Print ads have longevity reaching many readers over time between pass-along rate and repeated reference. An average magazine's "pass-along" rate is **four readers per copy** (MRI-Simmons).



4) PRINT HAS A CONSIDERED APPROACH

Reading a magazine is a conscious decision. With limited digital noise, readers can focus with little distraction or multitasking.

It offers an unobtrusive environment for leisurely reading, allowing brands to reach readers effectively.



5) PRINT ESTABLISHES YOUR BRAND

On average, a consumer **spends 43 minutes** reading a magazine. It provides a **multisensory experience enriching the readers' experience with content and advertisers** (Mediamax Network).

6) PRINT IS TANGIBLE

Paper and ink are solid and tangible, with **75% of readers** enjoying the touch and feel of print (MRI-Simmons). Reading on paper shows better comprehension and recall when making a purchasing decision (Mediamax Network).



LOCALLY OWNED.

Locally Loved.

Since 2011, Hinsdale Magazine Group has connected communities. Our pages have familiar faces – our readers are your customers and neighbors. Our portfolio of publications allows you to reach the right audience in the right way at the right time.

STAND OUT AND BE SEEN

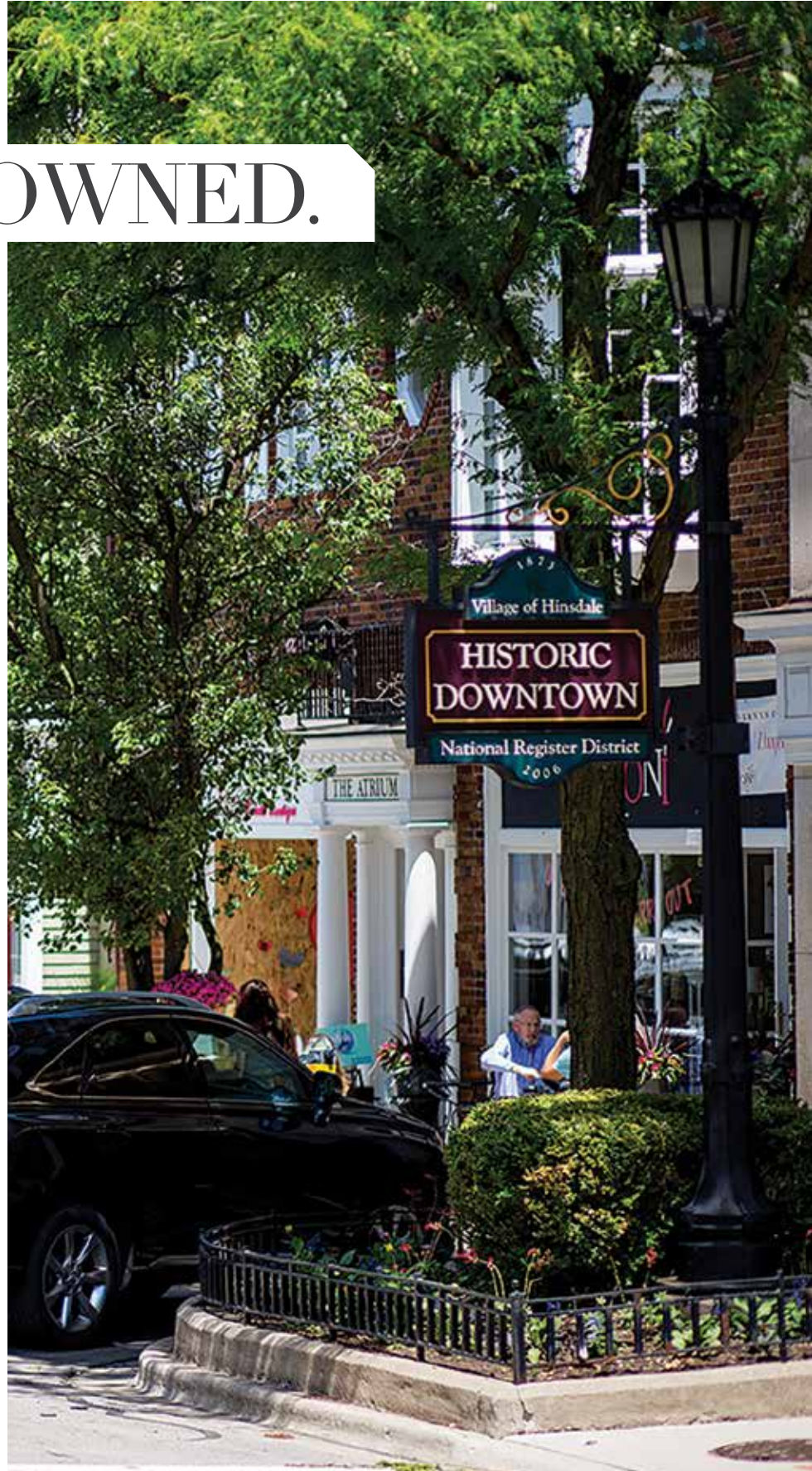
Hinsdale Magazine Group balances advertising and editorial, creating a clutter-free environment for our advertisers to be seen. Most magazines are 68% advertisements and 32% editorial (Media Radar, Inc.) whereas Hinsdale Magazine Group uses about a 50/50 ratio. Our media partners are as much a part of the reading experience as the editorial content.

PARTNER WITH A PUBLICATION WITH HIGH PRODUCTION VALUES

There is a literal weight to your presence. Our glossy magazines with high production values hold a certain cachet that other mediums cannot achieve.

AFFILIATE WITH A TRUSTED PUBLICATION COMMUNITY

Each of our magazines has a loyal following. With 100% original content, our publications are respected and trusted and created with editorial integrity.



SUBSTANTIAL *REACH*

SUBSTANTIAL REACH

Hinsdale Magazine Group is delivered to **36,000** homes and businesses. According to MRI-Simmons 2021 Research, we reach **144,000** readers when including the standard multiple of four readers per address at the "pass-along" rate for magazines every sixty days. Reach your prospective customers - and neighbors - who live a short distance from your business.

Hinsdale Magazine 10,000 mailed
Downers Grove Magazine 10,000 mailed
Elmhurst Magazine 10,000 mailed
Oak Brook Magazine 6,000 mailed
Total: 36,000 mailed

HONE IN ON AN AUDIENCE WITH PURCHASE POWER

Hinsdale Magazine reaches the most sophisticated, high-income readers in the communities of Hinsdale, Clarendon Hills, Burr Ridge, Oak Brook, Downers Grove, and Elmhurst.

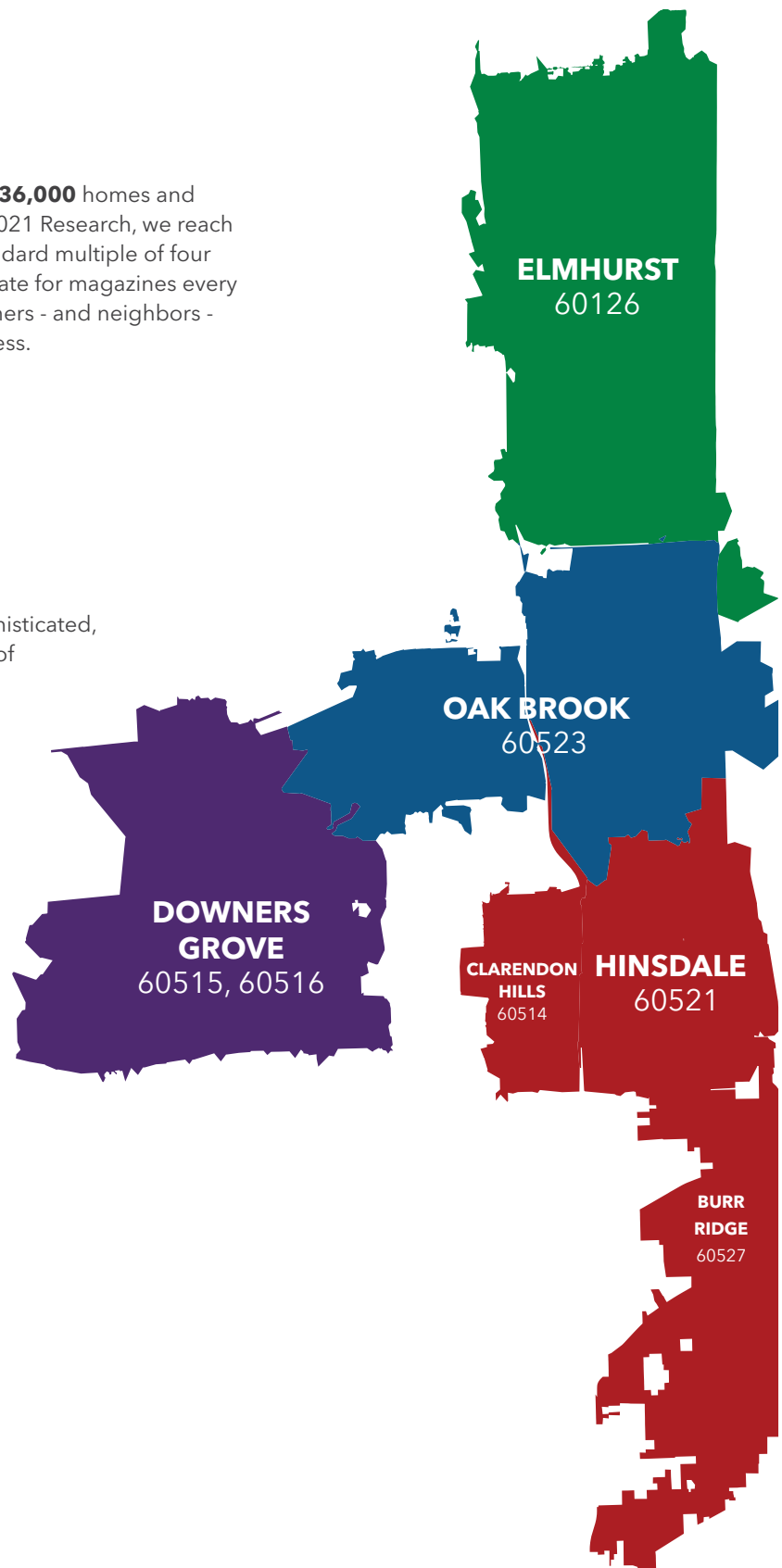
Median HH Income*

Hinsdale: \$245,000
Burr Ridge: \$204,000
Clarendon Hills: \$176,000
Oak Brook: \$175,000
Elmhurst: \$149,000
Downers Grove: \$131,000

Median Home Value*

Hinsdale: \$733,000
Burr Ridge: \$679,000
Clarendon Hills: \$570,000
Oak Brook: \$822,000
Elmhurst: \$433,000
Downers Grove: \$362,000

*2020 Census Data



MEDIA RATES & DEADLINES

DISPLAY ADVERTISING RATES:

(PRICES ARE PER ZONE AND PER EDITION)

| AD SIZE | WIDTH | HEIGHT | RATES |
|------------------------------|--------|---------|--------|
| 2 Pg Non-Bleed | 14.75" | 9.875" | |
| 2 Pg Full-Bleed | 16" | 11.125" | \$2500 |
| (see right for spec details) | | | |
| 1 Pg Non-Bleed | 6.875" | 9.875" | |
| 1 Pg Full-Bleed | 8.125" | 11.125" | \$1500 |
| (see right for spec details) | | | |
| 2/3 Pg-Vertical | 4.67" | 9.875" | \$1200 |
| 1/2 Pg-Horizontal | 6.875" | 4.8" | \$900 |
| 1/2 Pg-Vertical | 3.3" | 9.875" | \$900 |
| 1/3 Pg | 4.6" | 4.8" | \$800 |
| 1/4 Pg | 3.3" | 4.8" | \$600 |

ADVERTISING COPY DEADLINES:

Advertising copy must be sent on the 15th of the month prior to the publication date (e.g. February 15th for the March/April issue).

AD SUBMISSION REQUIREMENTS

ALL ADS MUST BE:

- **CMYK ONLY**
- All images must be high resolution, at least 300 DPI, to avoid quality printing errors
- File **MUST NOT CONTAIN RGB, spot color, or lab colors**

SUBMITTING WITH BLEEDS

- Please pull bleeds to .125" on all side and keep all non-graphic text away from the trim edge by 0.50" margin.

IF SUBMITTING WITHOUT BLEED

- Please allow 0.50" margin to avoid text or important graphics from getting cut off.

DEPARTMENTS:

- Arts & Theatre
- Food & Drink
- Health
- History Vault
- Home & Design
- Life & Style
- Sports
- Travel

1 pg Non-Bleed
6.875W" x 9.875H"
(White border on all sides)

1 pg Full-Bleed
Bleed size
8.125W" x 11.125H"
Trim Size 7.875" x 10.875"

Image area
(text should not exceed
7.375" x 10.375")

**2/3 pg
Vertical Ad**
4.67W" x
9.875H"
(no bleeds)

**1/2 pg
Vertical Ad**
3.3W" x
9.875H"
(no bleeds)

2 pg Non-Bleed Ad
14.75 W" x 9.875H"
(White border on all sides)

2 pg Full-Bleed Ad
Bleed size 16W" x 11.125H"
Trim Size 15.75" x 10.875"
Image area (text should not exceed 15.25" x 10.375")

1/2 pg Horizontal Ad
6.875W" x 4.8H"
(no bleeds)

1/3 pg Ad
4.6W" x 4.8H"
(no bleeds)

1/4 pg Ad
3.3" x 4.8"
(no bleeds)

Hinsdale Magazine, Inc. is not responsible for PDF files prepared incorrectly or any information or live matter placed outside the safety that is trimmed or cut off.

ALL ADS MUST USE THESE DIMENSIONS.

If they do not, the ad will be altered to fit the designated space.

PUBLICATION *DATES*

Winter
Jan./Feb.

Spring
March/April

Early Summer
May/June

Summer
July/Aug.

Fall
Sept./Oct.

Holiday
Nov./Dec.

PLATINUM

2-pages in all
Magazine Titles
for a year

\$60,000 Annually OR \$5,000 Monthly Budget



GOLD

Full-pages in all
Magazine Titles
for a year

\$36,000 Annually OR \$3,000 Monthly Budget



SILVER

Full-pages in up to 3
Magazine Titles for a
year, up to 16 pages

\$24,000 Annually OR \$2,000 Monthly Budget



BRONZE

A full-page ad in one Magazine Title for
an entire year, plus a single-page ad in two
additional magazines for one issue each.

\$12,000 Annually OR \$1,000 Monthly Budget



Hinsdale
MAGAZINE

HinsdaleMag.com

**DOWNERS
GROVE**
MAGAZINE

DownersGroveMagazine.com

OAK BROOK
MAGAZINE

OakBrookMagazine.com

ELMHURST
MAGAZINE

ElmhurstMagazine.com

BRANDED CONTENT

noteworthy™

Noteworthy is a special advertising section that showcases influential people, places, and businesses within a particular industry.

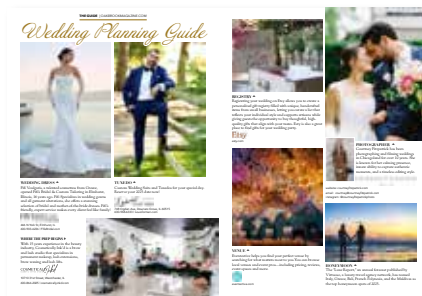


Noteworthy will feature the following industries:

| | |
|---------------------|--------------------------|
| JAN/FEB: | Educational Institutions |
| MARCH/APRIL: | House & Home |
| MAY/JUNE: | Health & Wellness |
| JULY/AUGUST: | Food & Drink |
| SEPT/OCT: | Dentists & Orthodontists |
| NOV/DEC: | Small Businesses |

THE GUIDE

The Guide is a two-page pictorial that appears in all Hinsdale Magazine Group publications. Each *Guide* highlights a specific theme and encourages readers to shop local.



The Guide will feature the following themes:

| | |
|---------------------|------------------------|
| JAN/FEB: | Resolutions |
| MARCH/APRIL: | Weddings |
| MAY/JUNE: | Beauty |
| JULY/AUGUST: | Reader's Choice Awards |
| SEPT/OCT: | Fashion/Style |
| NOV/DEC: | Food & Drink |

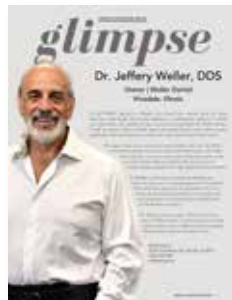
ANNUAL ADVERTISER BRANDED CONTENT

As part of our annual advertising program, we will spotlight your business with the flexibility to feature you at any time throughout the year.



SHOWCASE™

Showcase features our food and drink partners in a Q&A-style feature designed to promote your brand organically. Hinsdale Magazine Group crafts this 300-word full-page story to highlight your brand's unique flavors, inspirations, and commitment to quality, providing an engaging reader experience.



glimpse™

Glimpse is a one-page story that captures the heart of your business. It highlights what you do, the products or services you offer, and the unique value you bring to your clients. This feature emphasizes your mission, commitment to quality, and how you stand out in the marketplace.



FOUNDER™

Founder is a one-page story showcasing your entrepreneurial journey. It explores the inspiration behind your business, key challenges, and milestones, highlighting how your vision has shaped the company's success and its impact on clients or the community.

DIGITAL BRAND EXTENSION:

Hinsdale Magazine Group extends your brand through the digital flip magazine with placements to extend your presence online.

Hinsdale

MAGAZINE GROUP

Local. Relevant. Engaging. Yours.

Hinsdale Magazine Group focuses on local news, personalities, organizations, and businesses. From interviews with community members to highlighting influential businesses and organizations, our goal is to keep our readers connected to the information they need on matters closer to home.



Hinsdale Magazine Group | 3 Grant Square #201 | Hinsdale, IL 60521

Please direct advertising inquiries to:

graphics@hinsdalemag.com | www.hinsdalemagazinegroup.com